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BULLETIN
OF
The National Association for the Study and Prevention of Tuberculosis
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The National White Cross League What It Is and What It Does

How Much Goes For Tuberculosis

During a period of five years the public has paid to the National White Cross League with headquarters in Chicago over $200,000. The National White Cross League was incorporated under the laws of Illinois in 1910 and has since been engaged in selling, chiefly through house-to-house canvass, toilet articles, flavoring extracts, etc. According to Section 36 of the by-laws of the organization, "the board of directors shall cause the net profits to be set aside as a Tuberculosis Fund."

From financial statements of the League for the first five years of its existence it is estimated that $200,000 had been received through the sale of merchandise. Of this amount about 13 per cent. had been used for tuberculosis work. To show how these conclusions are reached, the following figures, taken from financial statements of the League on file in the office of The National Association for the Study and Prevention of Tuberculosis, are quoted:

	Merchandise Sales.	Paid Into Tuberculosis Fund.
1911.....	$4,082.15	$581.05
1912.....	16,018.51	4,011.66
1913.....	23,236.05	7,509.03
1914.....	35,804.85	8,335.00
1915.....	46,291.61	7,232.00
Total.....	$125,433.17	$27,668.74

Since in these financial statements, all of which appear to be properly audited, no mention is made of the regular 40 per cent commissions which the League pays to canvassers, we have considered $125,433.17 to be the 60 per cent remaining after these commissions have been paid. According to a representative of the League, the canvassers retain their commissions and turn in only the 60 per cent due the office, which amount alone seems to appear on their books. An estimate based on this figure gives us $209,055.27 for the 100 per cent paid to the League in this five-year period. If, however, the $125,433.17 is regarded as 50 per cent of the gross proceeds, as indicated by the terms quoted below in a letter sent by the League to one agent, the percentage for tuberculosis work would be lowered to 11 per cent. Considering these facts, therefore, the conclusion drawn from these financial reports would seem to be that not more than 13 per cent of the receipts of the League are available for tuberculosis work.

What the Solicitors Say

On March 9th an investigator called at the New York White Cross League and applied for work as a canvasser. She was told that she would receive 40 per cent commission for selling the various toilet articles, etc., put out by the League. This commission would be paid when she brought back her money from sales. The only information needed for selling was contained in the little leaflet which states the object of the League as follows:

> "To assist and give proper medical aid and treatment to those suffering from tuberculosis who can only partially afford, or cannot afford at all, such medical care and nursing,"

and further states that the League is a "non-sectarian organization actively engaged in relief work among unfortunate sufferers from consumption." To win the interest of buyers she was told that all that was necessary was to present the cause. "You will get 40 per cent commission. The rest goes to tuberculosis work." "Tuberculosis work?" inquired the canvasser. "Yes; we have a sanatorium out West where we send patients."

A second investigator called on the same day at the Newark, N. J., office of the League, a room on the fifth floor of a dingy, ill-smelling office building. She said that she had heard of the work of the League and hoped to secure its assistance in the case of a poor Polish woman suffering from tuberculosis, who through her inability to speak English was dependent upon others to make arrangements for her care. Mr. Nelson, the superintendent of the Newark branch of the League, was away. The young woman in charge regretted that the League was not in a position to do anything. "I have just had a letter from Mr. Nelson saying that our sanatorium out in Illinois is full. We can't take any more patients just now. Yes, we take anyone, white or colored. No one has to pay anything except transportation to the sanatorium." The investigator inquired whether anything else was done by the League for patients. "Sometimes we supply milk and eggs, but I will have to write Mr. Nelson before doing anything." It was then suggested that perhaps it would be well to bring the patient in to the office for examination. "No; we no longer have our clinic here. It had to be closed on account of lack of funds to carry it on." (The "clinic" room revealed itself as a small section partitioned off from the main office.) "Why don't you try the Associated Charities or the Red Cross down the street?" (The New Jersey Anti-Tuberculosis League, located on the same street.) "The Red Cross would probably help you."

A third investigator stopped at the White Cross League booth in the Hudson Terminal Building, New York City, and bought some articles. The young saleswoman explained that many passersby stopped to inquire about the League and its work. "Many people ask if we are not connected with the Red Cross, but we are entirely independent. We never receive contributions, as the Red Cross does. Our solicitors are paid for their work and the proceeds go to tuberculosis. The League has a sanatorium out at Wheaton, Ill."

In the light of these statements the following telegram, dated five days later, to The National Association for the Study and Prevention of Tuberculosis from the Secretary of the Business Men's League of Wheaton, Ill., is significant:

> "Wheaton, Ill., March 14, 1917.
> "National Tuberculosis Association, 105 East 22d St., New York City:
> "Burr Oak Sanatorium for Consumptives operated by National White Cross League closed since Dr. Moulding's death. Property now sold to another person. White Cross League no longer interested.
> "CHARLES W. HADLEY."

On March 9, 1917, three investigators inquiring at three different places received information from representatives of the White Cross League that the League's sanatorium was in operation and full of patients. This all appears to be in line with the general policy of the managers to keep the canvassers, who do the actual selling, in ignorance of anything more than the general vague facts in regard to the tuberculosis work of the League.

The following display showing what one saleswoman said on March 9, 1917, and the actual substantiated facts will illustrate this point:

What One Saleswoman Said	The Facts
1. "I have seen a picture of the sanatorium and should say that it accommodates 80 or 90."	1. Capacity: 24, according to the Secretary of the League.
2. "Dr. Moulding is the head physician." (March 9, 1917.)	2. Dr. Moulding died November 30, 1916.
3. "The physicians are all specialists in tuberculosis. They are Drs. Moulding, Smith, Beebout, Brorby and Boyer."	3. D. C. Moulding, M.D., President of the League until his death. H. A. Smith, Vice-President; A. G. Beebout, Secretary; M. J. Brorby, Treasurer and General Superintendent, and Alden S. Boyer, Ph.G., R.Ph., all laymen and officers of the League.
4. "The physicians give their services free."	4. $1,3000 for medical services at Burr Oak Sanatorium, in financial statement, 1915.
5. "Patients pay nothing."	5. *a.* Received from patients, according to financial reports: 1913.....$223.00 1914.....1,079.62 1915..... 578.00 *b.* Out of 12 patients at the sanatorium for a period of several months in 1913, three at least were paying board. (Affidavit of a former superintendent.) *c.* Dr. Moulding in July, 1916, requested an advertisement in the *Journal of the Outdoor Life*, giving rates at Burr Oak Sanatorium of $9.00 per week.

Some Financial Sidelights

On one point, however, we may believe that the information given out by the canvassers is reliable. That is, that 40 per cent commission is paid outright to the agents who sell the League's products. In answer to a query from a prospective agent on the Pacific Coast the League held out high hopes of good business and offered special inducements in the following letter dated December 24, 1915:

Dear Mr. M———:

Your favor has been received and carefully noted.

We have had but little work done on the Coast, with the exception of some work done by a Chicago woman who had business in the Northwest. She has no trouble earning from $10 to $12 per day. This, of course, is way above the average earnings of our people. It, however, is not impossible for a hustler to do equally as well.

Freight rates are high and if you worked with a crew it would be necessary to carry considerable stock in order to keep your agents well supplied.

Our regular terms are 50 per cent discount, F. O. B. Chicago. We also add the cost of the revenue stamps. They do not amount to much, as it is only on a few goods there is a tax. We always enclose free goods, which, when sold at retail price, will cover the stamp charge.

Now we will make you a special offer if you wish to handle crews. This will enable you to pay your agents 30 or 35 per cent and still make a good profit on their work.

We have crew managers near Chicago who pay but 25 per cent. Here is our offer. We will furnish you goods F. O. B. Chicago at a discount of 60 per cent. We will ship the goods on receipt of a deposit of one-third of the wholesale price, balance C. O. D.

We will enclose in this a list of our principal sellers, also a little pamphlet on Tuberculosis, which explains fully the nature of our work.

Yours very truly,
NATIONAL WHITE CROSS LEAGUE,
Per H. A. SMITH.

According to this letter about 50 per cent of the sales price comes to the Chicago office as gross revenue. And when this 50 per cent gets to the Chicago office it is apparently entered as "Merchandise Sales," and no mention is made of the extra amount paid to the League for merchandise by the public, and paid out by the League to its selling agents.

The five financial statements furnish food for thought. The first was signed "Jno. L. Therme, Auditor." The auditors' reports for the succeeding years have been made by Barrow, Wade, Guthrie & Co., certified public accountants of Chicago, but we note that the accountants say:

> "We have audited the books and accounts of the National White Cross League for the fiscal year ending June 30, 1915, and have prepared therefrom the attached balance sheet and profit and loss account, etc."

They do not *certify* to anything. A business man is inclined to look askance at the bookkeeping methods of the White Cross League. There is a certain vagueness about the financial statements that makes it impossible to know just where we, or the White Cross League and its Tuberculosis Fund are at.

The Tuberculosis Fund for the year ending June 30, 1914, shows among its disbursements an item for New York Clinic rent amounting to $270. A license for a clinic had been refused by the State Board of Charities early in 1913, before the beginning of the League's fiscal year in question. Did this item represent rent for the New York office?

In the statements for the following year the "net income" was not, as in previous years, transferred in full to the Tuberculosis Fund. $3,546.60 was credited to "Surplus."

The officers of the League have made statements from time to time calling attention to the fact that they did not receive any salaries for their work. For four successive years we find the following items in the financial statements:

Year ending June 30, 1912—Superintendent's salary, 3 months, $325.

Year ending June 30, 1913—Superintendent's salary, $1,300.

Year ending June 30, 1914—Superintendent's salary, $1,740; secretary's salary, $1,740.

Year ending June 30, 1915—Superintendent's salary, $1,820; secretary's salary, $1,820.

These sidelights would be enough to make one a bit suspicious of the National White Cross League, but we have other criticisms of the League that can best be indicated by a résumé of its history.

History of White Cross League

The National White Cross League was incorporated in Illinois in 1910. As stated in its application for a charter the object for which it is formed is "to buy and sell merchandise and commodities of various kinds and descriptions, the profits derived from the sale of which to be expended in assisting and giving proper medical aid and treatment to those suffering from tuberculosis who can only partially afford, or cannot afford at all, such medical care and nursing." According to a letter written to The National Association for the Study and Prevention of Tuberculosis by M. J. Brorby, the general superintendent of the League, dated August 2, 1911, "the net profits are set aside as a Tuberculosis Fund and are expended by the Board of Trustees, under the direct supervision of the President. Their work is not sectional, nor is it limited to race or creed."

We quote from the by-laws of the League, which have been commented upon as "unusual" by the New York State Board of Charities in its report upon an application by the League for a dispensary license.

Section 31 of the by-laws reads as follows:

> "The President shall have direct supervision over the Charitable Branch of this Corporation, and is vested with full power to appoint and remove members of the Board of Trustees and such other assistants as he may find necessary to carry out the benevolent work of this corporation."

Sections 37 and 38 of the by-laws provide as follows:

> "The Board of Directors shall empower the President to designate four non-members to act with him to constitute a Board of Trustees, who shall have full power and control over the expenditure of the 'Tuberculosis Fund,' reporting their actions to the Board of Directors."
>
> "The President of the corporation shall be the President of the Board of Trustees, and the Secretary and Treasurer of the Board of Trustees shall be appointed by the President. The members of the Board of Trustees are not required to be stockholders of the corporation."

The President, it will be noted, is authorized to appoint four others to serve with himself as a Board of Trustees of the Tuberculosis Fund.

At the time of application for a charter the capital stock was $500 and the minutes of the first meeting of stockholders showed Dr. D. C. Moulding, H. A. Smith and M. J. Brorby to be the subscribing stockholders. Dr. Moulding was president of the company, Smith was secretary, and Brorby treasurer and general superintendent. Smith and Brorby are still included among the officers of the League; the position of the former is now that of vice-president.

The White Cross League and the Davis Soap Company

Both Brorby and Smith are said to have been selling toilet articles in Chicago for some time previous to the incorporation of the League. In 1908 they are said to have formed the firm of H. A. Smith & Co. The firm of H. A. Smith seemingly goes out of business. The National White Cross League comes into being in 1910. The E. M. Davis Soap Company appears. The offices of the League and the Davis concern adjoin. Add to these facts that according to the financial statement for the year ending June 30, 1912, 95 per cent of the total outstanding indebtedness of the League is payable to the E. M. Davis Soap Company, and it becomes evident that the League gets the bulk of its merchandise from the Davis Soap Company, supporting the obvious inference that it is in effect largely a distributing and selling agency for that concern. The following items bear out this deduction:

	Total Outstanding Indebtedness.	Due Davis Soap Company.
1912....	$1,860.49	$1,768.99—95%
1914....	9,464.88	8,891.61—93.9%
1915....	11,909.47	7,631.20—64%

The noticeable reduction in the percentage of 1915 is probably due to the fact that an extra $2,500 is entered as due "Sundry Creditors," and that $912.22 is due the Boyer Chemical Laboratory Co. Alden S. Boyer, Ph.G., R.Ph., will be recalled as among the officers of the League.

This connection between the White Cross League and the Davis Soap Company was first brought to public notice in 1911, when the United Charities of Chicago made an investigation of the National White Cross League, and in a report dated August 31, 1911, said:

"The offices of the Davis Soap Co. and the National White Cross League are located on the same floor in the Caxton Building. While they have separate entrances, the offices open upon each other in the interior, so that they are practically identical."

Furthermore, the Premier Soap and Toilet Company, with which Brorby seems to have had some connection, as reported by the Chicago *Tribune* in 1911, appears to have been closely connected with the League. The city directory of 1911 bears out this relationship as follows:

The Premier Soap and Toilet Company. Room 410, 508 S. Dearborn St. Mrs J. L. Therme, manager.

The White Cross League. Room 400, 508 S. Dearborn St. M. J. Brorby, superintendent.

It would seem to be safe to assume that Mrs. J. L. Therme, manager of the Premier Soap and Toilet Co., is the wife of "Jno. L. Therme, auditor," to whom we are indebted for the first financial statement of the White Cross League in 1911.

The Premier Soap and Toilet Co., "Importers and Manufacturers of High Grade Soap, Perfumes, Toilet Preparations and Household Necessities," on December 13, 1910, are alleged to have sent through the mails a letter which brought trouble upon itself and upon M. J. Brorby, and disclosed incidentally that Brorby, heretofore known to us only as superintendent of the White Cross League, was also an integral part of the Premier Soap and Toilet Co. This letter led to the arrest on March 20, 1911, of Brorby and a woman who gave her name as "Eva Cornell," charged with operating a scheme for selling a drug that was to be used to prevent conception.*

We know nothing further of the Premier Soap and Toilet Company. The E. M. Davis Soap Co. does not at present occupy offices in the same building with the White Cross League, but bearing in mind that the financial statements reveal the E. M. Davis Soap Co. as supplying the bulk of the League's merchandise, we can assume that the connection is a close one. How much closer than revealed in the statements provided for our information, we cannot tell.

Merits of the Products of the League

"All products sold by the League have been selected with great care and are of a high quality and the prices in no way inflated. We aim to give the same or better value as do regular local dealers, so that no hardship will be imposed upon anyone patronizing us."

"National White Cross League products are manufactured expressly for us under contract, and come to you with an absolute guarantee of purity, and the prices are the same as charged by dealers for similar goods of equal value."

"Our flavors are guaranteed pure and unadulterated, and to conform to the State and to the United States pure food laws."

"The non-alcoholic food colors are highly concentrated and most economical. Contain no coal tar products."

The above are quotations from retail price lists issued by the League, with the exception of the first, taken from a letter written by M. J. Brorby, August 2, 1911, to Dr. Livingston Farrand, former executive secretary of The National Association for the Study and Prevention of Tuberculosis.

So much for the claims made for White Cross League products. In 1915 an analysis of flavoring extract and coloring matter made in Cleveland revealed that these claims could not be taken at their face value, according to the January, 1916, issue of *The Public Square*, the official journal of the Cleveland Chamber of Commerce, which contained the following article:

"National White Cross Agent Taken In Custody.

Violation of Pure Food Law Is Charged Against Man Who Gave Small Portion to Charity.

"On Tuesday, December 7, 1915, City Chemist White and City Detective Brown, of this city, raided the office of J. M Hutchison, local agent of the National White Cross League, 508 Superior Building. Hutchison was arrested on a warrant sworn out by Mr. White. He was charged with violations of the State Pure Food Law.

"On analysis it was found that two packages containing food coloring matter labeled 'Vegetable Compound,' were coal tar products, and that a package labeled 'Cherry Flavoring' was minus the cherry. These were sold by Mr. Hutchison. Hutchison pleaded guilty and was fined $25 and costs.

"A letter written by Mr. A. G. Beebout, state superintendent of the National White Cross League for Pennsylvania, was furnished the Chamber of Commerce by Mr. Hutchison, which read as follows:

"'The bearer, Mr. J. M. Hutchison, is a regularly appointed representative of the National White Cross League, duly authorized to sell, deliver and collect for products bearing our name and seal.

"'It is to further our relief work among the poor unfortunate sufferers from tuberculosis that we appeal to the public for support, and any assistance rendered through Mr. Hutchison will be gratefully received and fully appreciated.

"'The League neither solicits nor accepts money, but devotes to this cause the entire net profits arising from the sale of its products, so every purchase means the helping of some worthy poor person.

"'Will you help to the extent of the purchase of a needed article or more?

"'Thanks in advance.'"

An Adventure in Tooth Paste

In some of the recent folders being distributed by the National White Cross League attention is being called particularly to their Sanative Tooth Paste. That the promoters of the League are finding it profitable to enter the public health field related to tuberculosis, for the purpose, apparently, of pushing their tooth paste, is evidenced from the following extract from a letter written March 28, 1917, from the Chicago office of the League to a large insurance company:

"This organization is engaging in a campaign the purpose of which is the education of the general public on the care of the mouth and teeth as a preventive measure against tuberculosis and other diseases originating in the mouth.

"Our purpose is to publish for free distribution several million copies annually of a small booklet giving authoritative information and the most approved methods in use."

This letter is signed by A. G. Beebout, secretary. Beebout was at one time listed as state superintendent of the National White Cross League for Pennsylvania.

Burr Oak Sanatorium

In December, 1912, the League, which had been paying for tuberculosis patients quartered at other sanatoria, decided to operate its own institution, and opened

* The Federal court records show the case of U. S. vs. M. J. Brorby and Eve Cornell. Case Number 4602, violation of Section 211 Penal Code; order to file indictment March 14, 1911.

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the Burr Oak Sanatorium at Wheaton, Ill., a short distance from Chicago. The building was a remodeled private residence, with accommodations for from twenty to twenty-four patients. "Careful supervision of rest, exercise, diet and medications" was provided for patients, according to one of the circulars of the League. As throwing light upon these claims, The National Association for the Study and Prevention of Tuberculosis has in its possession an affidavit made by Dr. Ellen Hedrick, superintendent of the sanatorium for a few months in 1913, in which she charges that the sanatorium was not properly conducted. These are a few of the items mentioned by her:

1. No equipment was furnished to care for or treat patients properly.
2. The laundry was sent to the public laundry in Wheaton without first being fumigated.
3. The plumbing of the sanatorium was in extremely bad condition.

The year after Dr. Hedrick's residence at Burr Oak, in 1914, the sanatorium was closed for a time by order of the authorities because the sewage system was inadequate for a hospital, and there seems ample ground for concluding that the Burr Oak Sanatorium failed to approach even remotely the proper scientific standards for a tuberculosis sanatorium. According to Dr. Hedrick's affidavit there were seldom more than twelve patients at any time during her stay at the sanatorium, and never more than fifteen. Of these she declares that three at least paid their board, and "there may have been others," of whom she did not know. The financial reports for the year ending June 30, 1914, show that $1,079.62 was received from patients during that year. And this sanatorium was run for charity patients, with funds received through goods sold with an appeal for charity. In November, 1916, the place was closed, but in March, 1917, the White Cross League products are still being sold for "the Cause," and the Cause is definitely stated by those who sell to be "our sanatorium in Illinois."

In this connection it is interesting to note that the leaflet now being distributed by the League, unlike those issued heretofore, makes no mention of the Burr Oak Sanatorium. A picture of it is shown on the front page, the same picture which in an earlier folder bore the caption:

> "A patient 'taking the air' on the veranda of Burr Oak Sanatorium of the National White Cross League, Wheaton, Ill."

The caption is no longer printed under the picture, but the suggestion is there, and one canvasser of whom inquiry was made on March 9 explained that the picture shows the patients at "our sanatorium." It is probably only fair to a good many of these canvassers to say that doubtless they don't know that the sanatorium has passed into oblivion nor anything about the internal workings of the White Cross-Davis Soap Co. alliance. Naturally the managers are not going to enlighten them.

Other "White Cross" Activities

While the activities of the National White Cross League are centered in Chicago, we find activities of the same name in Pittsburgh, Philadelphia, Newark, N. J., and New York. There is in New York State a corporation under the name "New York National White Cross League," and there is chartered in New Jersey a "National White Cross League." In the latter state the certificate is filed under "An act to incorporate associations not for pecuniary profit," and the purposes are given as follows:

> "To provide and secure medical aid and treatment and other relief of any kind or nature, to and for those suffering from tuberculosis or other diseases or complaints who are financially unable to secure or provide the same for themselves or persons dependent upon them, and to do any lawful act, at any time, to ameliorate the conditions of said persons and to carry on the said purposes of the corporation in the State of New Jersey or elsewhere."

In contrast with the Illinois and New Jersey charters, the New York National White Cross League is a stock corporation pursuant to the provisions of the business corporations laws. The word tuberculosis is not mentioned in this incorporation and it is purely a business enterprise with extremely wide powers, as will be noted by the purposes given in Article II, as follows:

> "To manufacture, purchase, sell and deal in perfumes, soaps, toilet articles and all articles connected therewith or incidental thereto;
>
> "To manufacture, purchase, or otherwise acquire, deal in, hold, own, manage, sell, or otherwise dispose of goods, wares, merchandise and property of any and every class and description;
>
> "To acquire the good will, rights and property of any person, firm, association or corporation, and to pay for the same in cash stock of this company, bonds or otherwise, and to hold or in any manner dispose of the whole of or any part of the property so purchased, or to conduct in any lawful manner the whole or any part of the business so acquired, provided such business is within the authorization of the Business Corporations Law, and to exercise all the powers necessary or convenient in and about the conducting and management of such business;
>
> "To apply for, obtain, register, purchase, lease, or otherwise acquire, and to hold, use, own, operate and introduce and to sell, assign or otherwise dispose of any trade-marks, trade-names, patents, inventions, improvements and processes used in connection with or secured under Letters Patent of the United States or elsewhere, or otherwise, and to use, exercise, develop, grant licenses in request of, or otherwise turn to account any such trade-marks, patents, licenses and processes;
>
> "To make, purchase or otherwise acquire, deal in and carry out any contracts for or in relation to any of the foregoing businesses that may be necessary and lawful under the act pursuant to which this corporation is organized."

Just what relation this incorporation bears to the Illinois incorporation is not definitely known. Previous to the New York incorporation, dated June 25, 1913, the Illinois League had maintained an office in New York City and was carrying on its work there. In 1912 the so-called "clinic" maintained by the League in New York City had a sign on its windows, "National White Cross League Free Tuberculosis Clinic." This was contrary to the Dispensary Law of New York State and their "clinic" was investigated by the State Board of Charities; whereupon they applied for a dispensary license, but their application was disapproved by the Board, and some time later the clinic sign was withdrawn.

Attempted Investigations of the League

From time to time the League has been a subject of investigation in different towns and cities throughout the country. The Rochester Chamber of Commerce in 1915 asked the League the following questions:

1. What percentage of your net receipts is net profit?
2. How many persons have been taken care of in your Burr Oak Sanatorium and at your Newark, N. J., Clinic in each of the last three years?
3. What is the total cost of annual upkeep of these two institutions?
4. How may patients can Burr Oak Sanatorium at present accommodate at one time?
5. How many patients were taken

care of in their own homes in each of the last three years by your organization?

6. At what average cost per week to your organization are these patients cared for?

7. Of what does this care of persons in their own homes consist?

8. Have you annual reports of your organization, including financial statements? If so, will you kindly send us reports of the last three years?

Secretary Smith of the League replied that "We will be pleased to give you detailed information concerning our organization providing we come within the scope of your investigating committee." The Chamber of Commerce wrote Smith as follows: "Our members look to us for a report of the facts on all propositions conducted through solicitors," and requested a detailed reply to the previous questions, but none was received.

Under date of January 24, 1917, The National Association for the Study and Prevention of Tuberculosis addressed a communication to Smith, in which a reply was asked to the following questions:

1. Who are at present the officers of the League?

2. Please give the names of the president, the secretary and the treasurer of the Board of Trustees, which is in charge of the Tuberculosis Fund, and also the names of the other members of this board.

3. Is Burr Oak Sanatorium at present maintained by the National White Cross League? If not, when did you cease maintenance of patients there? During the time you conducted this institution was the property owned by the League or any of its stockholders or any members of the Board of Trustees?

4. To what other institutions have you sent patients within the last year?

5. What is the exact connection between the National White Cross League and the E. M. Davis Soap Company? Are any of the stockholders of the National White Cross League financially interested in the E. M. Davis Soap Company?

6. What percentage of the gross proceeds from the sale of the products handled by the League goes to the E. M. Davis Soap Company?

7. What officers of the National White Cross League are at present receiving a salary from the League?

8. What was the reason for the incorporation of the New York National White Cross League, and why was it incorporated under the Business Corporations Law?

9. What was the reason for the incorporation of the National White Cross League in the State of New Jersey?

10. Will you please send us a copy of your latest financial statement?

Up to date of going to press no reply had been received. And we believe that no reply ever will be received, for the simple reason, in our opinion, that to reply would be to expose the following conditions:

1. The connection between the League and the Davis Soap Company.

2. The relatively small amount of money devoted to tuberculosis work.

3. The hit or miss character of this tuberculosis work.

4. The lack of training for tuberculosis work on the part of the officers of the League.

5. The misrepresentations practiced on those who buy the products handled by the League.

Conclusion

No one can prevent the National White Cross League from selling soap, etc., for the Davis Soap Company. No one can prevent the League from selling soap for "the Cause," but everyone can do a little good by passing on the information that the evidence is convincing that the National White Cross League represents the exploitation of the anti-tuberculosis movement for commercial purposes.

It would hardly appear necessary from the foregoing, but it had better be emphatically stated, nevertheless, that The National Association for the Study and Prevention of Tuberculosis does not endorse, commend or in any way recognize the National White Cross League as an anti-tuberculosis agency worthy of public support.

Taking a Health Census of Framingham

As one of the first steps in the Framingham (Mass.) Health and Tuberculosis Demonstration, a study of the amount, kinds and distribution of sickness in the town is being made. A part of this study is in the nature of a general health census. The agents of the three industrial life insurance companies, the Metropolitan, the Prudential and John Hancock, who visit weekly a large percentage of homes in the community, were enrolled as census takers. With them there is a group of visiting nurses, who go especially into homes the insurance agents do not reach. The accompanying illustration shows one of the forms used in this census, one or more of these blanks being filled out for each family. Those who indicated that they would be willing to have a physical examination are followed up and given one. Copies of forms used for this purpose, with instructions to agents for filling them in, and other forms may be secured on application to Dr. Donald B. Armstrong, Director of the Community Demonstration, Winsonia Building, Framingham, Massachusetts. The following outline of the steps taken in planning and executing the census is contributed by Dr. Armstrong:

I. The distribution of a popular leaflet, advertisement in the paper, frequent newspaper notices, special letter to committee members and professional men, notices read in the churches, etc.

II. A census blank prepared in cooperation with local and outside agencies, and printed in four colors to correspond to the three insurance companies (Metropolitan, John Hancock and Prudential) and the nurses.

III. The securing of complete lists of names and addresses from the several insurance companies and the transferral in our own office of these names to proper census blanks.

IV. The classification then of census blanks by streets, by agents, and by companies, a record of the families covered being taken off, and the cards returned to their respective companies.

V. The preparation of a set of instructions and its explanation to the insurance agents and to the nurses, secured from the local hospital for canvassing.

VI. The recording of the agents' addresses from the several companies on street cards, the making up of a list of street numbers for use by the nurses, visiting in their work the houses not covered by insurance agents.

VII. The mapping out of the town according to geographic areas to facilitate canvassing by the nurses.

VIII. The reading and editing of the cards as they come in from the agents and the nurses, returning some for corrections, additions, explanations, etc.

IX. The taking off from the census cards of the names and addresses, etc., of families recorded as being willing to have subsequently a thorough medical examination.

X. The tabulation and interpretation of results (to be done later).

INVESTIGATOR — HEALTH CENSUS OF FRAMINGHAM — INDEX NO.

APRIL ____ 1917 — APRIL, 1917 — SPECIAL NO.

Family Name — Street — No. — Economic Condition — Race

LODGERS—HELP—FAMILY	Members	Sex	Age	FOR EVERYONE: Occupation (School) Place of Business	Trade or Particular kind of work	TB c Now or before	Disease or cause of sickness	How long	FOR SICK MEMBERS ONLY: Doctor	Clinic	Nurse	Work or School	Home and about	Bed	Hospital or Sanatorium	
1																1
2																2
3																3
4																4
5																5
6																6
7																7
8																8
9																9
10																10
11																11
12																12

Received Pamphlet — Special Interests — Information Refused

Name of Doctor — Would have medical examination?

Remarks:

THE ACTUAL SIZE OF THIS BLANK IS 5 x 8 INCHES.
IT IS PRINTED ON A LIGHT BOND PAPER

An Outline on Teaching Food Values to Children

By MISS LUCY H. GILLETT

Supt. Bureau of Home Economics, New York Association for Improving the Condition of the Poor

Editorial Note

The following outline, showing how to teach food facts to children, has been prepared by Miss Gillett at the suggestion of the editor of the Bulletin, primarily for the benefit of leaders of leagues of Modern Health Crusaders, who will be called upon to conduct meetings of boys and girls on this general subject of food in June. The outline has not been suggested for use as a talk, but merely to give the information that may well be presented to children, with some suggestions as to how to present it. Boys and girls do not wish long speeches, and whatever is presented to them must be presented in a way that will appeal to their imagination and their senses. Models and actual foods should be used in the presentation of this subject.

The references given are not meant to be a complete list, but for those who are not fully acquainted with this subject they will give a sufficient orientation, so that one may talk intelligently to boys and girls. There is enough material also in the outline, so that almost any questions that children may ask can be answered from it. Miss Gillett has generously offered to answer questions from readers of the Bulletin, who may address her at the A. I. C. P., 105 East 22nd Street, New York City.

The editor of the Bulletin takes this occasion to express the appreciation of the National Association and others interested in tuberculosis work of the splendid pioneer services rendered by the New York Association for Improving the Condition of the Poor in matters relating to food hygiene and food economy.

I. *Proper food habits*:—
Proper food is one of the chief factors in building a good, strong, healthy foundation.
1. Learn to like the right foods—develop a habit. It may take time and courage. It is worth while. Begin early.
2. Regularity of eating is an essential. All machinery needs periods of rest. Don't eat all the time.
3. Eat a variety of food. No one food can supply all needs, but a great variety is not necessary. Too much variety may be harmful.
4. Eat simple plain food.
5. Eat slowly and masticate thoroughly.
6. Stop eating before you feel "stuffed."
7. Drink plenty of water between meals.

II. *The Needs of the Body* (supplied by food):—
1. Heat to keep it warm.
2. Power or energy to do work.
3. Material from which to build and repair bone, muscle and other tissues.
4. Regulators to keep all processes going at a normal rate of speed, such as
   (a) Circulation of blood and beating of heart.
   (b) Digestion of our food.
   (c) Breathing.

(1) *Heat to keep the body warm.*

See Suggestion No. 1 (a) Coal, kerosene and other oils burn and give off heat in the process. Salad oil, other fats and other foods also burn, and give off heat. They burn rapidly in the air, but they burn slowly in the body. This is the source of the heat which keeps us warm.

(b) Wear warm clothing in winter to keep the heat in the body. The more heat lost from the body on a cold day, the more food the body needs, the more it has to burn to keep warm. This means extra work for the body to do and it means a loss of heat—hence a waste of food. (Conservation of food supply.)

(c) Heat can be measured just the same as potatoes, cloth or electricity. We can even measure the amount of heat we need to keep us warm and give us power to do work.

(2) *Power or energy to do work.*

See Suggestion No. 2 (a) Heat may be turned into work. In this way we get our energy to do work. Energy may be measured by the amount of heat given off.

See Suggestion No. 3 (b) The unit used for measuring heat is called a calorie. Just as we need 68° of heat in a room for comfort, so we need a certain amount of heat to keep us warm and to furnish energy for the day's work. The amount depends on the age and size of the person and the amount of work which he has to do, or the amount of exercise which he takes. This must all come from our food.

See Suggestion No. 8 (c) Results of insufficient energy: If the body does not get enough energy from its food, it will burn itself and so reduce the weight of the individual. We like healthy, rosy-cheeked, happy boys and girls. Get enough energy.

See Suggestion No. 4 (d) Foods from which to get energy: All foods give energy, but some are more valuable than others. The fat in food gives 2¼ times as much heat as any other material, but for various reasons we can eat only a limited amount of fat. Foods valuable for their fat are butter and butter substitutes, oils, bacon, cream in milk, pork, lard, and some nuts, especially peanuts. Foods containing much starch or sugar are also valuable heat producers. Examples of foods containing starch are: Bread, cereals, macaroni, rice, potatoes, dry beans and peas. These should be eaten freely to get plenty of energy.

See Suggestion No. 5 Examples of foods containing sugar are: Molasses, honey, maple syrup, dates, raisins, prunes, grapes, and many fresh fruits. Eat sugar sparingly. Get it from the foods.

(3) *Building and Repairing.*

(a) Every house must have building stones. The body is "built" or grows from the material taken in the food. Every house must be repaired as it wears out. Some part of the body wears out every day. It must be replaced.

(b) We need building material, which we get largely from such foods as milk, eggs,

products from grain such as bread and cereals, cheese, nuts, dry peas and beans, meat and fish. These building stones are called protein.

(c) We need building material called mineral salts, such as lime for the bones and iron for the blood. Milk, vegetables and fruits are especially valuable for the mineral salts.

(4) *Body regulators.*

(a) We must have something to keep the body in working order. Here again we have mineral salts, and also another substance which helps us to grow. They may be called growth promoters. Some of them quicken the action of certain organs and muscles, some of them make action slower, but all should work together for the best results. We cannot live without them all.

(b) Here again, milk, vegetables and fruits are our most valuable regulator and growth promoter sources.

III. *What Foods to Eat*:—

Some foods have been suggested for one thing, some for another, and some for several. Those valuable for several are especially recommended.

(1) Milk has been recommended for all purposes, building, repairing, regulating and energy. The use of milk cannot be too highly urged. Every child under five years should have a quart a day, and every child over five at least a pint. It is easily digested and it is doubtful whether children will get enough lime for good strong bones and teeth without milk.

(2) Another essential is plenty of bread and cereals: They are especially needed for the energy which they yield on being burned. The body must get plenty of energy from its food or it will burn its own tissue at a sacrifice to health. It is like drawing money from the bank to burn one's own body for energy. Grain products are valuable for other purposes too.

See Suggestion No. 5 (3) Sugar dulls the appetite for cereals and milk. We get nothing from it except energy, and other foods give us this in combination with building material and regulators. Use sugar very sparingly, or only at the end of a meal or in cocoa or plain dessert.

(4) Milk and eggs are our best protein building materials, but we also get a great deal in the grain products, dry beans, dry peas. Nuts, cheese, and meat are also good, but none of these should form a very large part of the diet. Opinions differ with regard to meat. It should not be eaten too freely, not more than from 1 to 2 oz. a day at most.

(5) We need vegetables and fruits to keep us well. There is great danger that we will not get enough iron if we do not get plenty of vegetables. Good blood is dependent on a certain amount of iron. It is better to take iron in foods than iron tonics.

See Suggestion No. 6 Foods especially rich in iron are: Eggs, molasses, dry beans and peas, oatmeal, graham or entire wheat flour, brown rice, dried fruits such as dates, raisins and prunes, cocoa, peanuts, almonds and pecans, and all green vegetables such as spinach, chard, beet tops, dandelions, lettuce, asparagus, string beans, celery and cabbage.

All other vegetables such as potatoes, onions, beets, carrots and turnips are valuable for various things.

IV. *What Not to Eat and Drink*:—

Do not eat fried food, rich pastry and sweet cakes.

Do not drink tea and coffee. They have no food value. They are only stimulants.

Summary

See Suggestion No. 7 Eat plenty of simple, wholesome foods such as milk, bread and cereals, vegetables and fruits and eggs. Avoid tea and coffee.

V. *How Much to Eat*:—

Eat enough to maintain a steady increase in weight. Get the right number of calories, but get them from milk, whole wheat bread and whole grain cereals, cornmeal, brown rice, vegetables and fruits chiefly. If you get the right number of calories from these sources with especial emphasis on iron foods, you should have a well balanced diet and be as healthy as good food can make you.

See Suggestion No. 8

Suggestive Helps in Teaching Food Values

No. 1. A piece of coal, charcoal, or fuel oil. Burn one to illustrate production of heat.

No. 2. For an explanation of the relation of heat and work, refer to a good, simple text-book on Physics.

No. 3. For the number of calories needed at each age, the following references are suggested:

Feeding the Family—By Mrs. Rose. Pub. Macmillan, N. Y. C.

Chemistry of Food and Nutrition—H. C. Sherman. Macmillan, N. Y. C.

Food Allowances for Children—New York Association for Improving the Condition of the Poor, 105 E. 22nd St., N. Y. C.

Let each child calculate his or her own needs according to age, size and activity.

No. 4. Have samples of foods containing fats, sugar and starch. (Fats—Bacon, butter, lard, oil. Starch—Cereals, bread, potatoes, rice. Sugar—Dates, raisins, sugar.)

No. 5. There are very good charts in a bulletin called Childhood and Health, published by the National Child Welfare Exhibition Association, 70 Fifth Ave., N. Y. (Price 25c.) The first four charts are especially recommended.

No. 6. There is great danger of a deficiency of iron in the diet. THIS MAY LEAD TO DISEASE—TUBERCULOSIS. The foods valuable for iron cannot be too strongly urged. The following list of foods with the number of pounds which it takes to provide enough iron for one person for a day shows the relative value of some of our common foods as sources of iron. It is not expected that any one food will be the only source of iron; but the relative value of these foods for iron is emphasized by the quantity required to give a certain amount. These figures put foods on a comparative basis.

Dry Beans	0.5 lb.
Spinach	1.0 lb.
Asparagus, Potatoes, String Beans, Cabbage	3.3–3.6 lbs.
Lettuce, Onions, Beets	6.0 lbs.
Carrots	7.0 lbs.
Shredded Wheat	0.7 lb.
Oatmeal	0.9 lb.
Cornmeal	3.7 lbs.
Rice	3.8 lbs.
White Flour	4.0 lbs.
Dates	1.2 lbs.
Prunes	1.3 lbs.
Raisins	1.7 lbs.
Celery, Tomatoes	8.0 lbs.
Cocoa	1.2 lbs.
Almonds	1.5 lbs.
Peanuts	1.7 lbs.
Walnuts	5.8 lbs.
Apples	15.0 lbs.
Grapes	15.0 lbs.
Oranges	23.0 lbs.
Molasses	0.3 lb.
Milk	13.0 lbs.

Points to be emphasized:

The large amount of iron in the grain products with some or all of the outside coating or bran left on, in such foods as oatmeal, graham flour, and shredded wheat. Notice the relatively small amount of iron in white flour and rice. If brown rice were used, the amount of iron received would be much greater.

The comparison between the large amount of iron in the dried fruits and the relatively small amount in the fresh fruit is marked.

If the relative value of these foods is represented by line as follows, the impression is more lasting:

Graham flour ━━━━━━━━━━
White Flour ━━━━

For further information concerning the amount of iron in foods, consult books by Rose and Sherman, referred to in Suggestion No. 3. Also Food Products, by H. C. Sherman, published by Macmillan, N. Y. City.

No. 7. Milk can hardly be overemphasized. The objection which some people raise that it is expensive is not true. It is one of our cheapest foods, because it has so much food value. Although milk has so little iron, this fact should not be used as an argument against it. This deficiency should be made good by supplementing it with a food rich in iron.

No. 8. In teaching a calorie as a measure of heat, use a piece of coal weighing 0.6 of an ounce. This amount of coal when burned yields 100 calories. Weigh out the given amount of the following foods. Each of these amounts gives as much heat as the piece of coal. These amounts represent 100 calorie portions of the various foods:

List of Some Common Foods, the Approximate Weight of the 100 Calorie Portion, and an Approximate Convenient Measure for Some of the Foods.

	Weight	Convenient Measure
Grain Products:		
Bread	1.4 oz.	2 small slices, ½ inch thick
Cereals	1.0 oz.	¾–1 cup cooked, 2 tablespoons of dry granular cereals, 1 cup cornflakes
Crackers	0.8 oz.	2 graham, 3–4 soda
Dairy Products:		
Milk	5.0 oz.	1 small glass
Eggs	2.7 oz.	2 small eggs, 1¼ medium or 1 very large
Cheese: American	0.8 oz.	a cube 1⅛ in. square
" Cream	1.0 oz.	
Butter	0.5 oz.	1 tablespoon
Cream, thin	1.8 oz.	¼ cup
Other Fats:		
Oil	0.4 oz.	1 tablespoon
Salt Pork	0.5 oz.	
Lard	0.4 oz.	1 tablespoon
Meat and Fish:		
Bacon	0.6 oz.	
Beef	Depending on amount of fat	
Pork (salt)	0.5 oz.	
Lean beef	2.5 oz.	
Lamb chop	1.2 oz.	
Boiled ham	1.3 oz.	
Dried beef	2.0 oz.	
Canned salmon	2.4 oz.	
Fresh fish	2–4 oz.	
Oysters	7.2 oz.	
Nuts:		
Nuts in the shell	1.0 oz.	Almonds, about 8–9
Nut meats	0.5 oz.	Filberts, about 8–9
Exceptions:		
Peanuts (in shell)	0.9 oz.	Pecans, about 6
Peanuts (without shell)	0.6 oz.	Peanuts (in shell), about 12
Walnuts in shell	1.9 oz.	Walnuts, about 9 large ones
Sweets:		
Sugar	0.9 oz.	About 2 tablespoons
Honey	1.0 oz.	
Molasses	1.2 oz.	
Maple syrup	1.2 oz.	
Vegetables:		
Dry peas and beans	1.0 oz.	2 tablespoons
Fresh peas and beans (shelled)	3.0 oz.	
Fresh peas and beans (in pod)	6.0 oz.	
Potatoes, white	5.3 oz.	
Sweet	3.6 oz.	
Onions	8.0 oz.	
String beans	9.0 oz.	
Beets	9.5 oz.	
Carrots	10.0 oz.	
Cabbage	13.0 oz.	
Spinach	15.0 oz.	
Tomato	15.5 oz.	
Asparagus	16.0 oz.	
Celery	24.0 oz.	
Cucumbers	24.0 oz.	
Fruits:		
Dates	1.0 oz.	3–4
Figs	1.0 oz.	2 small
Raisins	1.0 oz.	¼ cup
Prunes	1.4 oz.	3 large
Grapes	5.0 oz.	
Bananas	5.5 oz.	1 large
Apples	7.5 oz.	1 large
Oranges	9.5 oz.	1 large
Peaches	10.5 oz.	3 medium

For references concerning the exact weight and measure of 100 calorie portions consult "Feeding the Family," Mrs. Rose (See Suggestion No. 3). Also "Practical Dietetics," by the same author and publisher.

It is interesting to children to figure out the number of 100 calorie portions which they need for a breakfast or for the whole day. Let them have a list of the above foods to check up the quantity eaten. The cause of some underweight problems may be discovered in this way.

If thought desirable, some valuable lessons in arithmetic might be combined with this problem. The following are suggested:

The cost of 100 calories of some of the common foods.

How much did your breakfast cost?

How many calories could you get for 10 cents?

(a) For a breakfast,

(b) From each of several common foods such as meat, milk, eggs, bread, butter, sugar, etc.

Modern Health Crusaders' Department

As announced in the last number of the *Bulletin*, this department is designed to be a clearing house for ideas that will help in the Modern Health Crusade movement. Secretaries for antituberculosis associations, nurses, league masters and others who are interested in health work with children are urged to contribute to this department.

The June Meeting

The suggested topics for the June meeting of leagues of Modern Health Crusaders deal with "What to Eat and Drink. Food Protection. Typhoid Fever—Temperature." A broad program, but one that has great possibilities for instruction to children.

Take, for example, the selection of foods. Get a good dietitian to give a talk to the boys and girls about food values and food uses for the body. She can use actual foods, such as bananas, potatoes, cabbage, spinach, milk, meat, bread, butter, etc., to illustrate to the children that a piece of bread or butter is equal to so much potato, meat, etc. Or she can show by measuring that so much sugar and milk is the equivalent in caloric value (not using that term necessarily) of a certain other amount to be measured out of a different food. If you cannot get a dietitian, helpful suggestions in preparing a talk on foods for children will be found in chapters of "The New Cookery," by Lenna Frances Cooper of the Battle Creek Sanatorium (Price $1.50); or "How to Live," by the Life Extension Institute (Price $1.00). The New York Association for Improving the Condition of the Poor, 105 East 22nd Street, New York, has just published an excellent pamphlet entitled "Food Allowances for Children" (price 10c.). A similar pamphlet by D. Mary S. Rose entitled "The Children's Food" is published by the Home Economics Committee, 17 West 44th Street, N. Y. C. (price 5c). Dr. Rose also has a book entitled "Feeding the Family" that will be found very helpful. It is published by the Macmillan Co., 64-66 Fifth Avenue, N. Y. C. (price $2.10).

Food protection, with particular reference to cleanliness, offers another great variety of suggestions. If you have not discussed the fly, do so in this connection. Speak particularly of clean milk and clean water and the necessity for them. You might illustrate the dirt in water or milk with a microscope, showing animal and vegetable life in various samples of water, milk, fruit, etc., collected by the children before the meeting. If you have a motion picture machine, the films "Boil Your Water" and "The Fly Pest" will be especially good and amusing.

In connection with dirty foods, speak of the spread of such diseases as typhoid fever, diarrhœa, septic sore throat, etc., through impure milk and water. Explain how the bacilli of disease act and the necessity for care in eating and drinking.

A final thought for the program is temperance. Be sure you emphasize that temperance is self-control and relates not only to alcohol and cigarettes, but to self-control in all eating and drinking. Show the children that a glutton is just as intemperable as a drunkard and that he ruins his health just as surely.